



Panel's title : The evolution of the socio-cultural values of the Body and sexuality in contemporary Korea

Coordinators:

CHO Min-ji (PhD , CECO-ASIES, INALCO, France) ;
SEO Mi-won (PhD candidate, Cadis-CRC, EHESS, France)

Language : English

Topics : Arts, representation and society-Literature, Cinema, Média)

Panel presentation :

Korean society has undergone tremendous changes in social values as it has achieved rapid economic development in the last 50 years. The main theme of our panel will be focused on the socio-cultural expression of such rapid changes in value as manifested through communication or artistic media.

In fact, many authors have dealt with the problem of the body by expressing conflict or pleasure between individuals and social strata through the modification of traditional values and the integration of the new ones.

Thus, in this workshop, we will question in particular the evolution of the most recurrent socio-cultural values of contemporary (South) Korean world, such as the notion of the Body related to the one of labour, sexuality and health from the point of view of semiology, cultural anthropology, contemporary comparative literature and sociology in order to identify its complexities and significant characteristics.

We will conduct our research and debate through the corpus of different fields of representation (movie, literature, advertising photography, etc.), which are supposed to embody a subjective and common view of (South) Korean society to connect them with its external, social, and cultural context.

After this panel discussion, at the conference, our panel expanded this topic to see how the agendas presented and discussed in the debate process by the panellists are indeed accepted and expressed in the modern and contemporary Korean art, literature and social media field.

We will have opportunity to identify and prolong the discussion through the exchange of workshops with Korea, China and Japan's East Asian local researchers and authors.

Key words :

Body, labour, sexuality, contemporary South Korea society; cultural expression; body normativity; industrialization

Participants :

- 1) Name(s) (Affiliation): **KIM Sung-soo** (PhD literature, professor of university college in Yonsei University, South Korea)

Communication's title : « On the Changes of Sexual Discourse and Socio-Cultural Consciousness Reflected in Korean Literature Since 1990s ».



Language : English

Presentation :

The characteristics of what Korean writers in 1990s express as aesthetic acceptance of sex and death motives, fast pace writing style, self-divisive, and self-concealing attitude reflects that mental composure provided by apolitical circumstance, economic growth, and cultural atmosphere after 1990s in Korea played no small part in their literature. A novel as a ‘redundancy of life’ (Choi In-hun, *Literature & Ideology*) is widely dissolved in the works by the writers. As a kind of ‘Cultural Tendency’, exuberant Cultural Sensibility and Self expression desire is actively revealed in films, cartoons, popular music, and photographs. This tendency is diversely revealed in *When Adam Open his Eyes* by Jang Jung-il, *Road to Race Track* by Ha Il-ji, and *Her Female*(2000) by Seo Young-eun, that came after *A Joyful Sarah*(1992) by Ma Kwang-soo. This point provides crucial information as a stigma that shows radical change in the context of social norm reflected in sexual ethical sense and expression as cultural traits of Korean society prior to 1990s. Through 1990s and 2000s, readers’ extended attention regarding Sexual discourse in Korean society is reflected and experimented in a variety of writers’ works. However above all things, Sexual minority in Korean society grew attention and appeared as a flow that demands acknowledgment on differences of diverse sexual expressions. Unconstrained expressional tendency of sexual discourse such as Sexual fetishism or Homosexuality that started to come to the surface in Korean society after 1990s provides an important momentum to read out the change of sexual discourse and cultural traits of Korean society in 21st century.

Key words : self expression; sexuality; literary works; discourses; contemporary South Korea

2)Name(s) (Affiliation): PARK Sung-chang

(PhD linguistique, Professor, dep. Korean literature & comparative literature,
Seoul National University, South Korea)

Communication's title :« Labor and gender in the modern Korean novel : intertextuality between Se-hee Jo’s *A dwarf shoots up a little ball* (1978) and Kyung-sook Shin’s *A solitary room* (1995) ».

Language : English

Presentation :

Jo’s *A dwarf shoots up a little ball* is evaluated as an typical industry literature and labor novel in the 1970’s, as well as Shin’s *An isolated room* is the pinnacle of labor novel in the 1990’s. Jo’s novel reveals a sharp conflict between labor and capital during the Yushin period(1972~1979), the time revolutionary labor movement and class struggles were annihilated by political regime. In this novel, resentment of the laboring class as the suppressed people signifies the literary manifestation of the ‘political’ by exposing social hostility. Referring to the radical democracy theorists such as Mouffe, Laclau, this study examines the issues of class coexistence and hostility reside in the democracy. *A solitary room* fixes on adolescent sexuality and suicide to tell the story of individual factory girls who lived through rapid industrialization of the late 1970s. This novel grapples with the elusive subject of ‘factory girl’ at the same time that it addresses the guilt of post-industrial South Korean society over the recent trauma of industrialization. This novel, which published in 1995 but deals with the social circumstances in the 1970s, lies in close intertextual relation with Jo’s novel. Based on the intertextuality between two novels, this study propose to examine the socio-cultural values of labor and gender(sexuality) in the modern Korean society.

Key words : body; politics; sexuality; labor; industrialization; literary works; contemporary South



Korea

3) Name(s) (Affiliation) : **CHO Min-ji** (PhD in Linguistic sciences & Semiology, CECO-Asies, INALCO, France)

Communication's title : « **Semiological analysis of a literary narrative in contemporary cinema: The prolific Body, Korea in the 1960' to the present** ».

Language : English

Presentation :

This is a semiotic analysis of a literary story in a Korean movie called "The Housemaid" (Im Sang-su, 2010), in its historical and cultural social context. Our corpus is the remake of an art-house film with the same title from 1960 (Kim Ki-Yong), a period marked by the beginning of the industrialization of the country. It describes the interclass tension according to the value of the actual materialistic society and treats with a certain realism those issues : the concept of the body, the labor, the sexuality, the family, etc. This recent version of the film has changed some narrative elements in a new setting and caricatures a contemporary Korean society and questions identity and moral values.

It would be relevant to analyze the narrative framework in order to link the characters's identities and their references in Korean society through its contemporary history. We shall also focus on the meaning and the connotation of the representation of the female body in this film. The various natural states of the Body will be put in perspective with cultural and social values.

Key words : representation; korean movie; Body ; image; sexuality; social context; contemporary South Korea

4) Name(s) (Affiliation) : **SEO Mi-won** (PhD candidate in Sociology, Cadis-CRC, EHESS, France)

Communication's title : « **Social construction of the image of women who have undergone breast cancer and mastectomy in South Korea: actors and social representations** ».

Language : English

Presentation :

This presentation aims to present the analysis on the social construction of the problem of breast mastectomy of women with breast cancer in South Korea. My main concern is how surgeons participate in this "normalizing" social construction, as "leaders of innovation" and "spokesperson of the experience of patients" (Barbot and Cailbault, 2010).

Facing the increase in the incidence of breast cancer (from 5,700 women per year to 17,200 between 1999 and 2013), a new area of activity is developing, that is, the technology of breast reconstruction. Some surgeons simplify the patient's experience by focusing only on the problems of mastectomy. For this purpose, they use advertising media (both visual and textual) through which feelings that women have experienced who have undergone a mastectomy promoting breast reconstruction. I will treat these materials to examine the transmitted message and construct the figure of women who undergo the surgery.

Key words : representation; normalization; body normativity; discourse; image; breast reconstruction; surgeons; contemporary South Korea